

# CONTRACT



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>963466 /       |  | <u>Alt Order #</u>                                     |
| <u>Product</u>                               |  |  |
| <u>Candidate</u>                             |  |  |
| <u>Contract Dates</u><br>10/15/12 - 10/21/12 |  | <u>Estimate #</u><br>12538                             |
| <u>Advertiser</u><br>Heinrich/D/Senate       |  | <u>Original Date / Revision</u><br>10/12/12 / 10/12/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KOAT                       | <u>Account Executive</u><br>Beth Pfefferle | <u>Sales Office</u><br>Albuquerque - L                 |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 25-54           |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u>                     | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

Spots/

| *Line | Ch   | Start Date  | End Date        | Description                   | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount   |
|-------|------|---|-----------------|-------------------------------|----------------|------|--------|-------------------|-------------|------|-------|----------|
| N 1   | KOAT | 10/15/12  | 10/19/12        | 5a A7N More In The AM         | 5-6a           |      | :30    |                   |             | NM   | 3     | \$450.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | M--TF--                       |                |      |        | 3                 | \$150.00    |      |       |          |
| N 2   | KOAT | 10/15/12  | 10/17/12        | 6a A7N More In The AM         | 6-7a           |      | :30    |                   |             | NM   | 2     | \$800.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | M-W----                       |                |      |        | 2                 | \$400.00    |      |       |          |
| N 4   | KOAT | 10/16/12  | 10/18/12        | Good Morning America          | 7-9a           |      | :30    |                   |             | NM   | 2     | \$600.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | -T-T---                       |                |      |        | 2                 | \$300.00    |      |       |          |
| N 10  | KOAT | 10/16/12  | 10/17/12        | Live with Regis & Kelly 9-10a | 9-10a          |      | :30    |                   |             | NM   | 1     | \$175.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | -T-----                       |                |      |        | 1                 | \$175.00    |      |       |          |
| N 17  | KOAT | 10/15/12  | 10/19/12        | Ellen 3-4p                    | 3-4p           |      | :30    |                   |             | NM   | 4     | \$500.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | MT-TF--                       |                |      |        | 4                 | \$125.00    |      |       |          |
| N 19  | KOAT | 10/16/12  | 10/19/12        | Dr Oz                         | 4-5p           |      | :30    |                   |             | NM   | 3     | \$975.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | -TW-F--                       |                |      |        | 3                 | \$325.00    |      |       |          |
| N 21  | KOAT | 10/19/12  | 10/19/12        | Action 7 News @ 5p            | 5-530p         |      | :30    |                   |             | NM   | 1     | \$350.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
|       |      | Week: 10/15/12  | 10/21/12        | ----F--                       |                |      |        | 1                 | \$350.00    |      |       |          |
| N 23  | KOAT | 10/17/12  | 10/17/12        | Action 7 News @ 6p            | 6-630p         |      | :30    |                   |             | NM   | 1     | \$525.00 |
|       |      | Class of Time - Immediately Pre-emptible without notice |                 |                               |                |      |        |                   |             |      |       |          |
|       |      | <u>Start Date</u>                                       | <u>End Date</u> | <u>Weekdays</u>               |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
 3801 Carlisle Blvd. NE  
 Albuquerque, NM 87107  
 (505)884-7777

|  |                             |  |
|--|-----------------------------|--|
| <u>Contract / Revision</u><br>963466 /       |                             | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/15/12 - 10/21/12 | <u>Product</u><br>Candidate | <u>Estimate #</u><br>12538                             |
| <u>Advertiser</u><br>Heinrich/D/Senate       |                             | <u>Original Date / Revision</u><br>10/12/12 / 10/12/12 |

| *Line   | Ch   | Start Date        | End Date        | Description                  | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount      |
|---|------|-------------------|-----------------|------------------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | --W----                      |                |      |        | 1                 | \$525.00    |      |       |             |
| N 25  | KOAT | 10/16/12          | 10/19/12        | Entertainment Tonight 630-7p | 630-7p         |      | :30    |                   |             | NM   | 4     | \$2,000.00  |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | -TWTF--                      |                |      |        | 4                 | \$500.00    |      |       |             |
| N 29  | KOAT | 10/15/12          | 10/18/12        | Action 7 News @ 1030p        | 1030-1105p     |      | :30    |                   |             | NM   | 2     | \$800.00    |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | M--T---                      |                |      |        | 2                 | \$400.00    |      |       |             |
| N 37  | KOAT | 10/17/12          | 10/17/12        | Nightline                    | 1105-1135p     |      | :30    |                   |             | NM   | 1     | \$185.00    |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | --W----                      |                |      |        | 1                 | \$185.00    |      |       |             |
| N 43  | KOAT | 10/21/12          | 10/21/12        | Action 7 News @ 1030p Sun    | 1030-1105p     |      | :30    |                   |             | NM   | 1     | \$400.00    |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | -----S                       |                |      |        | 1                 | \$400.00    |      |       |             |
| N 44  | KOAT | 10/21/12          | 10/21/12        | 5-6a                         | 5-6a           |      | :30    |                   |             | NM   | 1     | \$75.00     |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | -----S                       |                |      |        | 1                 | \$75.00     |      |       |             |
| N 45  | KOAT | 10/15/12          | 10/15/12        | DWTS                         | 7-10p          |      | :30    |                   |             | NM   | 1     | \$2,100.00  |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | M-----                       |                |      |        | 1                 | \$2,100.00  |      |       |             |
| N 46  | KOAT | 10/21/12          | 10/21/12        | SENATE DEBATE                | 6-7p           |      | :30    |                   |             | NM   | 1     | \$900.00    |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | -----S                       |                |      |        | 1                 | \$900.00    |      |       |             |
| N 47  | KOAT | 10/18/12          | 10/18/12        | LAST RESORT                  | 7-8p           |      | :30    |                   |             | NM   | 1     | \$900.00    |
| Class of Time - Immediately Pre-emptible without notice |      |                   |                 |                              |                |      |        |                   |             |      |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:   |      | 10/15/12          | 10/21/12        | ---T---                      |                |      |        | 1                 | \$900.00    |      |       |             |
| Totals  |      |                   |                 |                              |                |      |        |                   |             |      | 29    | \$11,735.00 |

\*Tax 1 Note: New Mexico Tax Rate 7%

| Time Period         | # of Spots | Gross Amount | Net Amount | *Tax 1   | Total       |
|---------------------|------------|--------------|------------|----------|-------------|
| 10/01/12 - 10/21/12 | 29         | \$11,735.00  | \$9,974.75 | \$698.23 | \$10,672.98 |
| <b>Totals</b>       | 29         | \$11,735.00  | \$9,974.75 | \$698.23 | \$10,672.98 |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

# CONTRACT



**KOAT**  
 3801 Carlisle Blvd. NE  
 Albuquerque, NM 87107  
 (505)884-7777

And:

**Media Strategies & Research**  
 1580 Lincoln Street  
 Suite 510  
 Denver, CO 80203

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>944676 /       |  | <u>Alt Order #</u>                                     |
| <u>Product</u><br>Candidate                  |  |  |
| <u>Contract Dates</u><br>10/15/12 - 10/21/12 |  | <u>Estimate #</u><br>11649                             |
| <u>Advertiser</u><br>Heinrich/D/Senate       |  | <u>Original Date / Revision</u><br>10/11/12 / 10/11/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KOAT                       | <u>Account Executive</u><br>Beth Pfefferle | <u>Sales Office</u><br>Albuquerque - L                 |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 25-54           |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u>                     | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

| *Line         | Ch                  | Start Date  | End Date          | Description                  | Start/End Time        | Days            | Length        | Spots/Week        | Rate        | Type        | Spots | Amount      |
|---------------|---------------------|---|-------------------|------------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|-------------|
| N 25          | KOAT                | 10/15/12  | 10/19/12          | Entertainment Tonight 630-7p | 630-7p                |                 | :30           |                   |             | NM          | 5     | \$2,500.00  |
|               |                     | Class of Time - Immediately Pre-emptible without notice |                   |                              |                       |                 |               |                   |             |             |       |             |
|               |                     | <u>Start Date</u>                                       | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
|               |                     | Week: 10/15/12  | 10/21/12          | MTWTF--                      |                       |                 |               | 5                 | \$500.00    |             |       |             |
| N 27          | KOAT                | 10/16/12  | 10/16/12          | DWTS                         | 7-8p                  |                 | :30           |                   |             | NM          | 1     | \$2,400.00  |
|               |                     | Class of Time - Immediately Pre-emptible without notice |                   |                              |                       |                 |               |                   |             |             |       |             |
|               |                     | <u>Start Date</u>                                       | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
|               |                     | Week: 10/15/12  | 10/21/12          | -T-----                      |                       |                 |               | 1                 | \$2,200.00  |             |       |             |
|               | <u>Spot</u>         | <u>Ch</u>   | <u>Date Range</u> | <u>Description</u>           | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u> | <u>Type</u> |       |             |
|               | 3                   | KOAT  | 10/15/12-10/21/12 | DWTS                         | 7-8p                  | -Tu-----        | :30           |                   | \$2,500.00  | NM          |       |             |
|               | See MG 27.4         |   |                   |                              |                       |                 |               |                   |             |             |       |             |
|               | 4                   | KOAT  | 10/15/12-10/21/12 | DWTS                         | 9-10p                 | -Tu-----        | :30           |                   | \$2,400.00  | NM          |       |             |
|               | Ⓜ MG for 27.3 10/16 |   |                   |                              |                       |                 |               |                   |             |             |       |             |
| N 29          | KOAT                | 10/16/12  | 10/19/12          | Action 7 News @ 1030p        | 1030-1105p            |                 | :30           |                   |             | NM          | 3     | \$1,200.00  |
|               |                     | Class of Time - Immediately Pre-emptible without notice |                   |                              |                       |                 |               |                   |             |             |       |             |
|               |                     | <u>Start Date</u>                                       | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
|               |                     | Week: 10/15/12  | 10/21/12          | -TW-F--                      |                       |                 |               | 3                 | \$400.00    |             |       |             |
| N 33          | KOAT                | 10/19/12  | 10/19/12          | Shark Tank                   | 7-8p                  |                 | :30           |                   |             | NM          | 1     | \$875.00    |
|               |                     | Class of Time - Immediately Pre-emptible without notice |                   |                              |                       |                 |               |                   |             |             |       |             |
|               |                     | <u>Start Date</u>                                       | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
|               |                     | Week: 10/15/12  | 10/21/12          | ----F--                      |                       |                 |               | 1                 | \$875.00    |             |       |             |
| N 38          | KOAT                | 10/20/12  | 10/20/12          | 5-6a                         | 5-6a                  |                 | :30           |                   |             | NM          | 1     | \$90.00     |
|               |                     | Class of Time - Immediately Pre-emptible without notice |                   |                              |                       |                 |               |                   |             |             |       |             |
|               |                     | <u>Start Date</u>                                       | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
|               |                     | Week: 10/15/12  | 10/21/12          | -----S-                      |                       |                 |               | 1                 | \$90.00     |             |       |             |
| <b>Totals</b> |                     |   |                   |                              |                       |                 |               |                   |             |             | 78    | \$35,295.00 |

\*Tax 1 Note: New Mexico Tax Rate 7%

| Time Period         | # of Spots | Gross Amount | Net Amount  | *Tax 1     | Total       |
|---------------------|------------|--------------|-------------|------------|-------------|
| 10/01/12 - 10/21/12 | 78         | \$35,295.00  | \$30,000.75 | \$2,100.05 | \$32,100.80 |
| <b>Totals</b>       | 78         | \$35,295.00  | \$30,000.75 | \$2,100.05 | \$32,100.80 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

|  |                             |  |
|--|-----------------------------|--|
| <u>Contract / Revision</u><br>944676 /       |                             | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/15/12 - 10/21/12 | <u>Product</u><br>Candidate | <u>Estimate #</u><br>11649                             |
| <u>Advertiser</u><br>Heinrich/D/Senate       |                             | <u>Original Date / Revision</u><br>10/11/12 / 10/11/12 |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

# CONTRACT



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>944676 /       |  | <u>All Order #</u>                                     |
| <u>Product</u>                               |  |  |
| <u>Candidate</u>                             |  |  |
| <u>Contract Dates</u><br>10/15/12 - 10/21/12 | <u>Estimate #</u><br>11649                 |  |
| <u>Advertiser</u><br>Heinrich/D/Senate       |  | <u>Original Date / Revision</u><br>10/12/12 / 10/12/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KOAT                       | <u>Account Executive</u><br>Beth Pfefferle | <u>Sales Office</u><br>Albuquerque - L                 |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 25-54           |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u>                     | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

| *Line   | Ch                  | Start Date        | End Date          | Description                  | Start/End Time        | Days            | Length        | Spots/Week        | Rate        | Type        | Spots | Amount      |
|---|---------------------|-------------------|-------------------|------------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|-------------|
| E 25  | KOAT                | 10/15/12          | 10/19/12          | Entertainment Tonight 630-7p | 630-7p                |                 | :30           |                   |             | NM          | 5     | \$2,500.00  |
| Class of Time - Immediately Pre-emptible without notice |                     |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
|   |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:   |                     | 10/15/12          | 10/21/12          | MTWTF--                      |                       |                 |               | 5                 | \$500.00    |             |       |             |
| E 27  | KOAT                | 10/16/12          | 10/16/12          | DWTS                         | 7-8p                  |                 | :30           |                   |             | NM          | 1     | \$2,200.00  |
| Class of Time - Immediately Pre-emptible without notice |                     |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
|   |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:   |                     | 10/15/12          | 10/21/12          | -T-----                      |                       |                 |               | 1                 | \$2,200.00  |             |       |             |
|   | <u>Spot</u>         | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>           | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u> | <u>Type</u> |       |             |
|   | 3                   | KOAT              | 10/15/12-10/21/12 | DWTS                         | 7-8p                  | -Tu-----        | :30           |                   | \$2,500.00  | NM          |       |             |
|   | See MG 27.4         |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
|   | 4                   | KOAT              | 10/15/12-10/21/12 | DWTS                         | 9-10p                 | -Tu-----        | :30           |                   | \$2,200.00  | NM          |       |             |
|   | Ⓜ MG for 27.3 10/16 |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
| E 29  | KOAT                | 10/16/12          | 10/19/12          | Action 7 News @ 1030p        | 1030-1105p            |                 | :30           |                   |             | NM          | 3     | \$1,200.00  |
| Class of Time - Immediately Pre-emptible without notice |                     |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
|   |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:   |                     | 10/15/12          | 10/21/12          | -TW-F--                      |                       |                 |               | 3                 | \$400.00    |             |       |             |
| E 33  | KOAT                | 10/19/12          | 10/19/12          | Shark Tank                   | 7-8p                  |                 | :30           |                   |             | NM          | 1     | \$875.00    |
| Class of Time - Immediately Pre-emptible without notice |                     |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
|   |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:   |                     | 10/15/12          | 10/21/12          | ----F--                      |                       |                 |               | 1                 | \$875.00    |             |       |             |
| E 38  | KOAT                | 10/20/12          | 10/20/12          | 5-6a                         | 5-6a                  |                 | :30           |                   |             | NM          | 1     | \$90.00     |
| Class of Time - Immediately Pre-emptible without notice |                     |                   |                   |                              |                       |                 |               |                   |             |             |       |             |
|   |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:   |                     | 10/15/12          | 10/21/12          | -----S-                      |                       |                 |               | 1                 | \$90.00     |             |       |             |
| N 42  | KOAT                | 10/19/12          | 10/19/12          | PRIMETIME                    | 8-9p                  |                 | :30           |                   |             | NM          | 1     | \$1,100.00  |
|   |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:   |                     | 10/15/12          | 10/21/12          | ----F--                      |                       |                 |               | 1                 | \$1,100.00  |             |       |             |
| Totals  |                     |                   |                   |                              |                       |                 |               |                   |             |             | 79    | \$36,195.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 944676 /            |             |

| Contract Dates      | Product   | Estimate # |
|---------------------|-----------|------------|
| 10/15/12 - 10/21/12 | Candidate | 11649      |

| Advertiser        | Original Date / Revision |
|-------------------|--------------------------|
| Heinrich/D/Senate | 10/12/12 / 10/12/12      |

\*Tax 1 Note: New Mexico Tax Rate 7%

| Time Period         | # of Spots | Gross Amount       | Net Amount         | *Tax 1            | Total              |
|---------------------|------------|--------------------|--------------------|-------------------|--------------------|
| 10/01/12 - 10/21/12 | 79         | \$36,195.00        | \$30,765.75        | \$2,153.60        | \$32,919.35        |
| <b>Totals</b>       | <b>79</b>  | <b>\$36,195.00</b> | <b>\$30,765.75</b> | <b>\$2,153.60</b> | <b>\$32,919.35</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.